

Christian Education Magazine

September-October, 1942

Public

Relations

Number

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OUR NEW COLLEGE PRESIDENTS—

CHRISTIAN EDUCATION MAGAZINE

Boyd M. McKeown, Editor

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Our Expanded Program of Public Relations

"Your committee recommends immediate steps toward the launching at as early a date as possible of an expanded, continuing, church-wide co-operatively supported program of Public Relations in behalf of our educational institutions." The outgrowth of this recommendation presented by a special committee at the Baltimore meeting of the Association of Schools and Colleges of The Methodist Church in January, 1942, is the present expanded program of Public Relations described by Doctor Arlo Brown in an article contained herein and bearing the title, "We've a Story to Tell to the Nation."

The Board of Education, meeting in Nashville in May, concurred in the above recommendation and voted to share in the direction and expense of such a program. The following were appointed to serve as a directing committee:

From the Board of Education: Bishop G. Bromley Oxnam, Bishop Charles C. Selecman, Doctor M. LaFayette Harris, Doctor J. Earl Moreland, Mr. Clyde O. Law, Doctor H. J. Burgstahler.

From the Association of Schools and Colleges: Doctor Arlo A. Brown, Doctor Umphrey Lee, Doctor J. L. Robb, Mr. Henry R. Dwire, Doctor G. Herbert Smith, Reverend John C. Millian.

The first meeting of the committee was held in Chicago August 6 at which time a public relations counsel was employed and plans were laid for making Methodists and others conscious of Methodist institutions and of their excellent qualities. A program was instituted designed to convince the indifferent that Methodist institutions are not only worth maintaining but that they are essential now in the prosecution of the war effort and in the years ahead in the rehabilitation and betterment of the world through a long future.

The program outlined at the Chicago meeting is now beginning to take definite form and this issue of CHRISTIAN EDUCATION MAGAZINE is dedicated to it. It is hoped that the content may help to launch the program more completely and to suggest to readers the nature, scope and importance of institutional public relations. It is also designed to outline some ways in which persons in various relationships may co-operate in the promotion of an increasingly effective program of active good will between Methodist educational institutions and their respective constituencies.

B. M. M.

Workshop Sessions in Public Relations

In four regional meetings during the month of November presidents and public relations officials from Methodist institutions will engage in workshop sessions and will seek first to discover and define the major public relations needs and problems confronting them in this hour, and second to develop the strategy most adequate to the meeting of these conditions.

Formally prepared programs for these meetings will be very brief and an abundance of time will be left for a co-operative pooling of ideas through frank and thorough discussions.

Theodore Sills, noted public relations consultant of Chicago, will be present to serve as a resource person and perhaps to conduct round-table discussions. Any specific or perplexing problems existing in our institutions may be brought before the group, or, insofar as time permits, may be made the subject of counseling interviews with Mr. Sills.

Invited to the meetings are three persons from each Methodist campus, namely, the president, the public relations, or publicity, director and one other.

Dates and places of the meetings are as follows: Dallas, Texas, Monday, November 9; Atlanta, Georgia, Tuesday, November 17; Baltimore, Maryland, Thursday, November 19; Chicago, Illinois, Friday, November 20.

A similar meeting is contemplated for the western area during the winter or early spring.

More detailed announcements will follow but persons on every campus who are eligible to attend, are urged to check now on their calendars the dates of the conferences most accessible to them.

B. M. M.

WANTED—POSTERS for Race Relations Sunday and Methodist Student Day

In the promotion of Race Relations Sunday and Methodist Student Day (formerly Children's Day), observances for 1943 the Board of Education would like very much to use posters of outstanding merit prepared by some student or students in a Methodist institution, or by some member or members of a Wesley Foundation. Students are invited, therefore, to submit posters for consideration of the Race Relations Day Committee and the Methodist Student Day Committee.

As explained in a previous issue of CHRISTIAN EDUCATION MAGAZINE this is not a contest since the Committee is anxious to secure a

number of good posters and hold them for possible use over a period of years. Twenty-five dollars will be paid for each poster, which, in the judgment of the Committee, so interprets Race Relations Sunday or Methodist Student Day as to hold possibilities of effective use either in 1943 or in a later year. Posters should be submitted to the Race Relations Sunday Committee or the Methodist Student Day Committee, Care of CHRISTIAN EDUCATION MAGAZINE, 810 Broadway, Nashville, Tennessee. No materials will be returned unless accompanied by postage.

The co-operation of college presidents and faculty members and of Wesley Foundation directors and pastors is asked in publicizing this offer.

We've a Story to Tell to the Nation

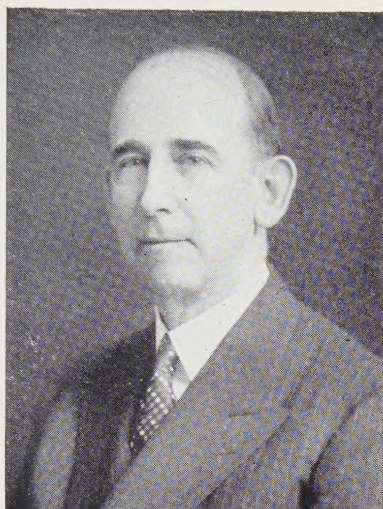
ARLO AYRES BROWN *

Institutions are being tested today as never before. The only proper answer to the question "Will our world ever be the same again?" is "No." And most of us are quite willing that our post-war world shall be different. We want it to preserve the values of our old world, but we also want it to be better. What will be the place of Methodist educational institutions in the new order?

Our schools, colleges, and universities have great capacity for survival. Most of the dire prophecies made against them for the past twenty-five years have failed of fulfillment. This does not mean that they are as strong as they should be, but it indicates more strength than the ill-informed pessimist realizes.

Methodist educational institutions in co-operation with the Division of Institutions of the Board of Education have projected a forward movement in the field of public relations. The oft-quoted word of a British general in the Sepoy Rebellion is just as apt for our institutional situation as it was for his military situation—"If we remain within our trenches, we are lost. Tomorrow we will attack." It is a well known saying in the world of sports that the best defense is a strong offense.

Our schools and colleges are determined to advance instead of simply trying to hold their own. On



how many fronts we will attack our problems remains to be seen, but at least we propose to move forward on one front—public relations. We may have great confidence in the merits of our particular schools, but unless some of this confidence can be imparted to our constituencies, these schools will not measure up to the present opportunity.

We need to win fresh support from our own Methodist constituency. Alumni have been generous and many communities have given wholeheartedly to institutions located within their territory. Our institutions on the whole have prospered despite diminishing gifts from World Service and from local churches. Too many Methodists have "looked with pride" on our fine educational system and have said in their hearts, if not audibly, "These schools, colleges, and seminaries supply our church with its life blood. They educate our children for Christian leadership, but they seem to get along very well without our financial aid, so we will turn our attention to more needy fields of benevolence."

There is little virtue in Method-

* President, Drew University, Madison, N. J., and Chairman of Committee on Public Relations for Methodist Institutions.

ism having a fondness for the most needy and desperate situations. These must be helped. But it shows greater intelligence and just as much Christian spirit to back ongoing schools which are gaining strength and constantly winning new friends by their educational product, their graduates, as it does to keep from the sheriff's block an institution which has over-expanded, has been mismanaged, or has drifted into educational bankruptcy.

Institutions in missionary territory at home and abroad may not be able to attain complete support. Despite their success, or because of it, they will still need help from the outside. But institutions favorably located will go far toward meeting their financial problems by enlisting support from the communities in which they are located, from their alumni, and from their church constituencies.

The Association of Schools and Colleges of The Methodist Church, acting co-operatively with the Board of Education, has launched a project for the cultivation of better public relations under the supervision of a committee of twelve members, half of whom have been appointed by the Board and half by the Association. The committee held its first meeting in Chicago on July 6 and approved a program. A very important feature of this program is the securing of The Sills Organization to conduct a nation-wide campaign of information in the newspapers and magazines, on the radio, and through other means to make known both to Methodists and the general public that Methodist educational institutions excel. This does not mean that they are perfect, but it does mean that they are good and are striving to achieve still higher standards of excellence in education and Christian service. The co-

operation of the Methodist Information Service has been assured and this agency will also be of great help.

The Sills Organization will not only prepare and distribute material for the newspapers, magazines, and radio stations across the country, but will also serve as resource guides in regional conferences and render some personal counsel to co-operating institutions. The committee is fortunate in having as director of the advance Dr. Boyd M. McKeown formerly Dean of McMurry College, Abilene, Texas, and for several years Director of Public Relations of the Division of Institutions of the Methodist Board of Education.

To use a current figure of speech, this advance is not a blitzkrieg but a long engagement. Youth will be around to be educated long after World War II is over. How competent the world leadership of tomorrow may be will depend largely upon how well educational institutions do their work. Methodist schools, colleges, universities, and seminaries should play an increasingly important role in the world which is to be re-made. They *will* play such a role in proportion as they are understood, appreciated and supported by their constituencies.

American Education Week, 1942

"Education for Free Men" is the theme of the twenty-second annual observance of American Education week. This theme is most fitting at a time when the entire world is at war to determine whether freedom or tyranny shall prevail among men.

The National Education Association, 1201 16th Street West, Washington, D. C., has prepared material to assist local school systems in observance of the week.

Hurrah for Our Methodist Colleges

BISHOP CHARLES C. SELECMAN *



At times it occurs to me that we Methodists are poor advertisers. We fail to put our best foot forward. Especially our best educational foot. We need to catch a little of the spirit of making our boast in those lofty elements of our ecclesiastical history. The facts justify it. Therefore, in the language of Paul, "receive me that I may boast a little."

We hear a great deal of harping upon our educational failures and blunders. We have builded colleges and let them die, as it is said. These colleges often have been poorly located, inadequately financed, weakly manned, and miserably supported. Granted, and yet I boast. Yea, I will make my boast in the Lord! Why? First, because out of these poorly located institutions have come without exception men and women who have justified the investment, and vindicated the wisdom of those "foolish" preachers, teachers and generous donors who loved "to work with souls and see them grow." Witness "Who's Who." Moreover, a fair and reasonable proportion of these institutions have been wisely located and have had a somewhat better support and have clung to life and have served their day and generation until this present moment. Harvard College, founded 1636, one hundred and fifty years before we became a nation, is now Harvard University. It stands in a

long line of radiant examples of educational wisdom and statesmanship. John Wesley founded Kingswood School near Bristol, England, in 1738 and Francis Asbury founded Cokesbury College in 1785.

Therefore, both in England and in America our educational program parallels our evangelistic program. With what result, do you ask? This is our best opportunity to boast. Or, if you like, spell it with a double O and *boost*.

The union of three Methodisms brought one hundred and thirty-five colleges and universities into The Methodist Church. Locate them on your map. They are distributed across the land. There is one near you.

Some of them are financially embarrassed. They need your help. (Have you made your will?) But these one hundred and thirty-five Methodist institutions of learning represent over \$300,000,000 in property and endowment. These institutions "speak eloquently for the Church's conviction of the importance of the Christian college in the ongoing of religion."

* Oklahoma City Area, The Methodist Church. Member, Committee on Public Relations for Methodist Institutions.

Christian Education Magazine

There are more than 100,000 students in these 135 colleges and universities of ours. Everyone of them knows that the college stands for faith in God and a spiritual interpretation of life. Every student knows that the Sermon on the Mount and the greatest of all Teachers have right of way on the campus and in the classroom. If professors should keep silent even the stones of the buildings and pavements would cry "Hosanna." The atmosphere is friendly to Christian idealism. Therefore we boast.

Of these 100,000 students in our 135 Methodist institutions, about 3,000 are preparing for Religious leadership, as ministers or missionaries. This represents 85 per cent of all the men entering our ministry and more than 90 per cent of all the well equipped men. Can any astute, worldly-wise individual suggest where else we may discover our ministerial supply?

Another matter for boasting. Our Methodist leaders in education are frankly facing their challenge in this modern pagan world. The recent report on objectives rings clear: "If the Church is to be called upon for greater support of its institutions the Church must be convinced that these institutions stand for something in the field of religion and the practices that religion demands. . . . Our schools must be Christian without apology and Methodist with pride. Our faculties must be Christian in fact. Our efforts should be to make students Christian as truly as we teach them to think." That is the voice and the verdict of the men and women who are in charge of our Methodist colleges and universities. Does not that conclusively justify the Church's maintaining educational institutions? By such a policy may we not hope that eventually every

pastor will become an active and intelligent agent for his Methodist college and that all parents shall entertain the hope of having their sons and daughters members of the alumni of some Methodist school?

Upon high and reliable authority it is said that The Methodist Church has a system of educational institutions second to that of no church in America. They are so located as to be within reasonable reach of every Methodist home. Taken all in all the expense is not more than the expense in many so-called free-tuition schools. This has been checked and verified by the writer in numerous instances. On the other hand, in many cases the expense is greater in the state school, for reasons not to be stated here.

There is at least one good Methodist college or university within reasonable distance of every reader of this paper. It is not so much a question as to whether you can afford to send your son or daughter to your own school. Rather, can you afford not to do so? It was for years my habit to plead for three things for the university I headed—confidence, children, and cash. That is still my earnest plea for all Methodist institutions. "I can do no other."

Miss Elizabeth Eiselen, daughter of the late Dr. F. C. Eiselen, secretary of the Board of Education, and Mrs. Eiselen, has been elected to membership on the Wellesley College faculty. She will be an instructor in geography and geology. She was graduated from Northwestern University where she was elected to Phi Beta Kappa, has an M.A. from Columbia University and has finished the work for the Ph.D. degree at the University of Chicago. She began her work at Wellesley in August.

The Church College and Its Conference Constituency

J. H. REYNOLDS *

Historically, the Church has been the chief promoter of Higher Education. Throughout the Middle Ages and modern times up to a century ago the church college was almost the only agency of Higher Education in Europe and America. The state entered the field of Higher Education about ninety years ago. The church college is still doing about half of all Higher Education in America.

What is the relation between the constituency of the church college and the college itself? What is the Conference's attitude toward the colleges which it fosters? The Church has been prolific in founding colleges, but inadequate in support. In the early days it took very little to support colleges. Tuition and fees furnished that support. Now the presence of state universities, teachers' colleges, agricultural schools, and the addition of many subjects have placed large financial burdens upon the college.

Has this changed situation, with respect to cost of operating the church college, been met by an enlarged financial support by the Conferences fostering colleges? No. However, there is some evidence that Conferences are beginning to see the increased burden thrown on the colleges and are therefore



beginning to increase their financial aid.

Conferences in Arkansas

Arkansas is an example. In the first place, the Conferences in Arkansas consolidated their three colleges into one at Hendrix. All the college Conference money now comes to Hendrix. Moreover, some of the leading preachers of the State felt that church support was inadequate and organized a movement to increase Conference aid. They raised the Conference collections to \$10,000 a year. In addition, they provided for a "February Special," namely, a special collection taken up in the several churches for additional funds. Hendrix is now receiving some \$21,000 a year from these two sources.

Aid from the Foundations. The amount contributed to the college a quarter of a century ago was quite small, and the president had to seek funds outside the State. Happily, he made contacts with the Foundations in New York, and their

* President, Hendrix College, Conway, Ark.

aid (about \$700,000) stimulated contributions within the State.

Why did the Conferences increase their aid? Why did the Conferences in Arkansas become more interested in the college financially? In the first place, the young people through their various assemblies had become interested in the college as their common meeting place. They came every year, occupied the dormitories, and enjoyed the facilities of the college. It was their college, and they came to take a pride in Hendrix. This strengthened the college with the church. This increased interest extended to the parents of the young people. These assemblies, including the annual Pastors' School, occupy some five or six weeks every summer. The college, therefore, became an integral part in the life of the church. Hendrix College started the Pastors' School idea in Arkansas in 1914 when the first meeting of the pastors convened at Hendrix. It has been meeting at the college ever since, has for the most part had excellent programs; it has brought to the college some of the ablest speakers of the nation. This Pastors' School was a big fact in tying the Conferences on to the college. The young peoples assemblies following the Pastors' School as a close second have planted the college life in the life of the church.

Hence, the college has grown in favor with the church. Hendrix College has a definite place in the heart of Arkansas Methodism. The church people came to see that the college was making a vital contribution to the life of the church.

Hendrix built up a Christian faculty of rich scholars. It turned out a constant stream of educated preachers who took their places as pastors and district superintendents both in and out of the State. If we

should subtract the contribution of Hendrix College to the Methodist ministry in Arkansas it would almost kill the church within this State. Her preachers are also in many of the big churches of the nation; hence, the conferences have come to have great pride in Hendrix. It is therefore natural that leaders of the church in Arkansas should decide that the church should increase its support. Many of them served on the board of trustees and came to know the struggles through which the college passed in order to meet the mounting cost of genuine education.

Hence the Conference young peoples assemblies, the Pastors' Schools, the growing graduating classes, the loyalty of the college to the church, its faithfulness in serving the church, and its teachers serving in church schools were manifestations of interest, loyalty and devotion of the college to the church. This interchange of service between the church and the college is building up a spirit of unity.

Have the Conferences in Arkansas tried to control the college too much? No. They rely on the trustees provided for by law to take care of the interest of the church.

Are the Conferences in contributing \$21,000 a year giving adequate support? The liberal arts college of the state University receives from taxpayers over \$200,000 a year. Even the increased Conference support leaves college authorities large sums to raise from private sources.

Hendrix is distinctively Christian though non-sectarian. It enjoys national standing. It is approved by all national standardizing bodies. The church knows that the college is Christian and loyal, and in turn the church is loyal to the college.

Ambassadors of the Church College

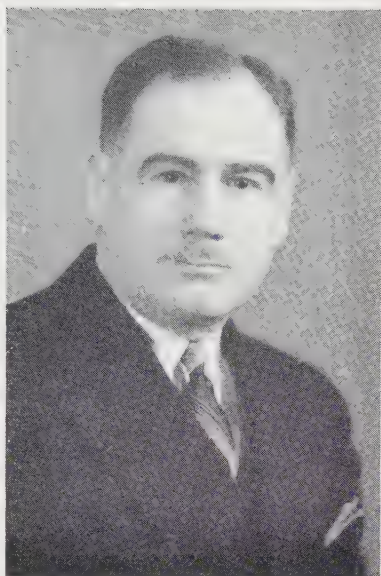
JOHN C. MILLIAN *

The local church and the church college are vitally interdependent. They seriously need each other in carrying on their separate programs. They are also integral parts in a total program of Christian Education.

As an example of this interdependence consider the matter of training Christian leaders. The local church needs leaders such as the church college alone can provide. The church college needs young people who have an experience background to appreciate the Christian values which it offers. The local church directs its program to develop such young people. This idea of interdependence is not new. It is as old as the church college itself. Church colleges were established at great sacrifice and with a high purpose that adequate Christian Education might be provided for the youth of our church and country.

In order that this high purpose may be more generally known and accepted leaders of the church must become intelligent and enthusiastic ambassadors of the church college. They must help parents and local church leaders to see certain facts that are frequently unrecognized.

As ambassadors of the church college we need to make known to church members and young people the value of a church-related institution in preparing students for the Christian Ministry and for other



fields of Christian service. Students preparing for the so-called secular professions such as medicine, engineering and the like usually select a major in their undergraduate work that will provide background for their special graduate training.

The church college with its sound introductory courses in science, psychology, sociology, philosophy, Christian Education and Bible provides the best educational ground work for students entering the Theological Seminary or other professional religious schools. Pastors, district superintendents and conference executive secretaries should guide all young people preparing for Christian life service to attend church colleges.

Methodist young people in general should be encouraged to attend colleges where they will receive special training for effective lay leadership in the local church. Many local churches are unable to develop an adequate Christian Education program because they lack competent and trained leaders. The Conference Board of Education conducts schools and classes for Chris-

* Executive Secretary, Board of Education, Baltimore Conference. Member, Committee on Public Relations for Methodist Institutions.

tian workers in every community and in many churches but these will never fully meet the need. Such a leadership training program provides immediate and practical help to many leaders of all types but more advanced and thorough training is needed for a selected few.

The church college must become our advance agency in leadership training. We must encourage our most promising young people to enter our church colleges and while majoring in courses preparatory to their chosen life work minor in courses preparatory to progressive lay leadership in the Christian church. As we make this statement we are not unmindful of the fact that many young people who will be leaders in the local church cannot have the advantage of a college education. But this very fact makes it all the more imperative that those who do have such an advantage shall return after graduation especially qualified and trained to become leaders of leaders. The entire leadership of the local church will thereby benefit by the advanced training of the few.

We should encourage all our young people to attend church colleges that the Christian nurture to which they have been accustomed may be continued through another four years. In any well ordered church community Christian Education is provided for all young people *except those who go away to college*. They in too many instances are left to drift during their years at college in an institution that makes no attempt through faculty or curriculum to give Christianity its normal place and emphasis.

The work done during years of Christian nurture in home and local church may be undone in the period of so-called Higher Education that fails to include religion.

In these days of strong anti-religious influences we dare not depend too much upon the carrying over of early religious experiences and training into later years. Especially during college days young people need immediate and continuous undergirding by the Christian religion as they make the necessary factual and social adjustments. The church college is intended to meet this need.

It is for these and other equally good reasons that the local church, district and conference leaders of the Methodist church must be intelligent and enthusiastic ambassadors of the church college. We must bring all Methodist people to see the indispensable place the church college holds in the Christian Education program of the church.

As pastors we must inform our people through sermons and counseling that the program of Christian Education from the local church school up to and including the church college and university is a unit. Therefore, all young persons going from our local churches to college should plan to continue within the Christian education program of the church.

As church school teachers we must bring our young people to see the real meaning and purpose of an education. True education necessarily includes the forming of right attitudes toward God and our fellow men. Such attitudes can be formed only through growth in Christian experience and knowledge. Prospective college students should be led through group discussions in the local church to evaluate the curricula of various colleges in the light of the above conclusions. Professors and alumni from these colleges might well be used as resource leaders during the discussions. The Christian education values of the

church college thereby will be made known.

The Conference Board of Education since it is responsible for the total Christian Education program of the Conference should use every means possible to promote and support the church college. Church college professors should be used as instructors in Christian Workers' Schools and as leaders in local church conferences. Summer schools, institutes and other conference wide leaders' meetings should be held on every church college campus situated within the bounds of the Conference. The most promising Methodist students in these colleges should be given responsible places of leadership in the Conference Youth Fellowship. Methodist Student Day and whenever possible other special days should be used to make known in every local church the importance of our church colleges.

All church leaders throughout the Conference should consider themselves ambassadors of the church college.

Lindsey Wilson Loses President

After an illness of several weeks Doctor A. P. White, president of Lindsey Wilson Junior College, died on the morning of July 22 at his residence in Columbia, Kentucky. Doctor White, a native of Texas, and a graduate of Vanderbilt University, Nashville, Tennessee, came to Columbia in 1923 as dean of Lindsey Wilson and as teacher of history. In 1932 he became president of the Institution.

During World War I Doctor White was on the staff of the Army Y.M.C.A. and was stationed at Camp Gordon, Georgia. He was an

ordained elder in The Methodist Church, a Mason, and a charter member of the Columbia Rotary Club.

MEPRO Organization Effected

Methodist Educational public relations officials to the number of a dozen or more from institutions as far East as High Point College in North Carolina, and as far West as Nebraska Wesleyan, in Lincoln, gathered in Chicago on August 15 to consider forming an organization of men and women engaged in the common task of interpreting Methodist Institutions to their respective constituencies.

In the interest of mutual assistance and in the belief that a cumulative strength would result from united effort, definite need was expressed for such an organization and initial steps were accordingly taken. The organization will be formally known as the Methodist Educational Public Relations Officials; informally, its name will probably be shortened to MEPRO. A close relationship will be maintained at all times between MEPRO and the American College Publicity Association, and also between MEPRO and the Association of Schools and Colleges of The Methodist Church. MEPRO further expects to keep in close touch with, and be used in the recently launched public relations program of the Association, and the Board of Education.

K. H. McFall, of Mount Union College, Alliance, Ohio, was elected MEPRO's first President. The next meeting of MEPRO will be held in connection with the meeting of the Association of Schools and Colleges of The Methodist Church in Cleveland, Ohio, on January 11, 1943.

The Integration of Methodist Education

JAMES L. ROBB *

Any program of public relations for Methodist colleges should have for its ground work a closely co-ordinated and well integrated program of Methodist Education as a whole. This at once raises the question, to what extent has such integration been achieved.

In a statement of his conception of the basic principles of Christian Education, the late Dr. Frederick C. Eiselen set forth what he called four dominating convictions. One of these convictions was "that the educational process, both as it is employed in the local church school and in the church-related educational institution, is essentially one and that it is effective throughout the life span of the individual."

This conviction is no doubt shared by all who have had any part in the Methodist Educational Program. For a long time differences of opinion existed, and doubtless still do to some extent, as to the most effective administrative program in the carrying out of this conviction. That this could best be done by one general board rather than by separate boards was the judgment arrived at by the Methodist Episcopal Church in the general conference of 1924 and by the Methodist Episcopal Church, South, in the General Conference of 1930.

A remarkably efficient job of consolidation of the boards in the face of innumerable and extremely com-



plicated problems was performed for the Church by the executive secretaries to whom this important task was committed, Dr. William S. Bovard of the Methodist Episcopal Church Board, and Dr. W. F. Quillian of the Methodist Episcopal Church, South, Board. The results of the consolidation were sufficiently satisfactory that when unification was accomplished little opposition appeared to a continuation of the one general board.

The work of the present board is administered by three executive secretaries of equal rank heading up the divisions of Local Church, Educational Institutions, and Editorial. Their work has been highly effective in analyzing the multitudinous problems arising out of unification, in charting courses for their respective divisions, and in giving a unity to the Church's program in the field of Christian Education.

The question now arises, Has the integration of Methodist Education been as fully achieved as the needs of the various interests would call for and the opportunities permit.

* President, Tennessee Wesleyan College, Athens, Tenn. Member, Committee on Public Relations for Methodist Institutions.

This is a timely question because of the fact that some of the interests involved are facing crucial days ahead, days which might easily disorganize and disrupt much of the Church's educational program and seriously affect the progress of the Church itself.

The acid test of the integration of the program of Methodist Education is to be found in the operations within the individual annual conferences. To what extent has integration been effective in these conferences?

Both by disciplinary provision and by the natural order is the executive secretary of the conference Board of Education, the key man in any co-ordinated program of education within the conference. To what extent do this official and his staff contribute to the progress of the Methodist Schools and Colleges within the bounds of the conference? And to what extent do these institutions contribute to the progress of the entire educational program of the conference? These are questions which should be faced by every annual conference, for, upon their answer depends to a great extent—greater doubtless than many conferences have yet realized—the future strength of the Church.

Judging from reports that have come from various sources, there appears to be a wide variety of experience, ranging all the way from a well organized and well administered program of full and hearty co-operation in some conferences to a complete lack of co-operation in others.

A committee of the Association of Schools and Colleges of The Methodist Church, appointed to study the question of public relations, in the part of its report dealing with this question, said: "Arbitrarily rated, the answers to this

part of the Questionnaire seem to indicate that fourteen institutions enjoy a good and satisfactory relationship with their conference boards while twenty-one have a fair working arrangement with their boards and their officers, and twenty-nine report either no working arrangement whatever or a degree of co-operation which is less than satisfactory."

In an effort to gain further light upon this question I addressed a letter to the presidents of twenty-two colleges selected as a fair sampling of the colleges of the Church, inquiring as to their experience. Replies were received from all but four, which of itself would appear to reflect genuine interest in the subject. All but one referred to some degree of co-operation. Four were highly pleased with the degree of co-operation and the mutual benefits derived from it.

Of the eighteen colleges reporting, all but one speak of from one to six special schools and assemblies meeting on their campus. One college speaks of a Young People's Assembly, a Leadership School, a Young Adult Assembly, and a Spiritual Life Retreat of the Woman's Society of Christian Service. Another speaks of six summer schools and conferences with two out of three sessions of the Annual Conference. All are agreed that the bringing of these Methodist groups to their campuses constituted an important phase of the integrated program.

Prominent among special service rendered by the colleges to the general educational program of the conference are:

- a. Training of ministerial students and lay leaders;
- b. Supplying of faculty members to assist in institutes and assemblies;

- c. Sending out of gospel teams and caravan groups. One said: "Playshop has staged temperance plays in literally scores of churches."
- d. Provide headquarters for executive secretary and staff;
- e. "Give four scholarships to students selected by Assembly leaders."
- f. Workshop for preachers and Sunday school workers;
- g. Give specific courses to qualify students for Board of Education certificates;
- h. Supply volunteer workers for Conference camps and assemblies.

Among the types of special service rendered by conference staffs to the colleges are:

- a. Staff is friendly and helps to keep the work of the Conference before the College and the work of the College before the Conference;
- b. Occasional addresses to students;
- c. Do considerable promotion work for the College, personally and in conference publications;
- d. Include college faculty members on staffs of institutes and assemblies;
- e. Supervise training courses given by faculty and students;
- f. Assist in placing graduates in the field of religion.

The above suggests something of what is being done in certain conferences in the development of a united effort. That much more needs to be done is generally recognized. The report of the Association's Committee previously referred to says: "A very large majority of the institutions reporting, even many of those recording very little co-operation at the present

time, indicated large values which they could envision as accruing from a closer relationship between institutions and the Conference Board and its executive secretary. Some of the values mentioned repeatedly as logical and foreseeable outcomes of a strengthening of this co-operation are as follows: More of Methodist College-mindedness; increased financial contributions from Methodist people; increased enrollment in Methodist institutions; a greater consciousness on the part of Methodist people of the unity of the Methodist educational program; and a better understanding on the part of the institution of the problems and service opportunities confronting it."

The Regional Educational Conferences conceived by the late Dr. W. M. Alexander and held last year under the able leadership of Dr. H. W. McPherson and Mr. Boyd McKeown proved to be of inestimable value in stimulating increased co-ordination and co-operation, bringing together as they did college presidents, trustees, executive secretaries, and Board members. Other similar conferences should prove helpful.

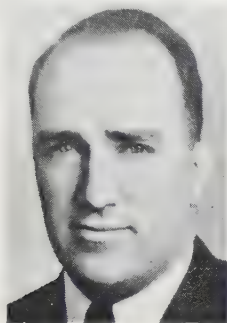
From the standpoint of the Methodist college, the achievement of complete integration of effort is vital. The question which every Methodist college should face is whether it is doing its full part in promoting this integration.

On the *Must* list of every one responsible for designing or editing college catalogues, view books, bulletins, or announcements, should be *Composing Sticks and Mortar Boards*, by Earl Schenck Miers, Rutgers University Press, 1941, price \$2.50.

New College Presidents

**Dr. R. Franklin Thompson,
College of Puget Sound,
Tacoma, Washington**

One of the youngest figures in Methodist education is Dr. R. Frank-



DR. R. FRANKLIN THOMPSON

lin Thompson who, on August 1, succeeded the veteran Dr. Edward H. Todd as president of College of Puget Sound at Tacoma, Washington. Dr. Thompson's administrative experience qualifying him for his present post was gained as vice-president of Willamette University, Salem, Oregon, over a period which included the interim between the election of Willamette's President, Dr. Bruce Baxter to the episcopacy of The Methodist Church and Dr. Thompson's election as president of College of Puget Sound.

Dr. Thompson holds a Bachelor of Arts degree from Nebraska Wesleyan, and Bachelor of Divinity, Master of Arts and Doctor of Philosophy from Drew University, Madison, New Jersey.

Dr. Todd, whom Dr. Thompson succeeds, was president of the College of Puget Sound for twenty-nine years. At his own request, he was granted retirement last June,

and was given the title president emeritus.

**Dr. E. C. McLeod,
Wiley College, Marshall, Texas**

Dr. E. C. McLeod, recently elected president of Wiley College, Marshall, Texas, is a native of South Carolina and a product of a parsonage home.

His educational background includes an A.B. from Claflin College, Orangeburg, S. C.; a B.D. from Gammon Theological Seminary, Atlanta, Ga.; and an S.T.B. and an A.M. from Boston University.

Dr. McLeod has served as pastor of prominent colored congregations in Boston, Mass., Jacksonville, Fla., and Atlanta, Ga. Wherever he has lived he has been in large demand as a speaker to students and other college groups. He served for three



DR. E. C. MCLEOD

years as college pastor and Director of Religious Education and Dean of Men at Bethune-Cookman College in Florida, and since 1939 has been serving Wiley College as Professor

of Religion and Philosophy and as college pastor.

He succeeds Dr. Matthew W. Dogan who recently resigned after forty-five years as Wiley's President.

Dr. J. W. Broyles, West Virginia Wesleyan College, Buckhannon, W. Va.

With experience in two other educational institutions to his credit, Dr. J. W. Broyles came on July 1



DR. JOSEPH W. BROYLES

to the presidency of West Virginia Wesleyan College at Buckhannon, West Virginia.

Dr. Broyles, a native of East Tennessee, received his bachelor of arts degree from Tusculum College, his S.T.B. degree from Boston University, and his M.A. and Ph.D. degrees from Drew University, Madison, N. J. In addition, he has had graduate study in Harvard and Oxford Universities. After several years in pastoral work, he became

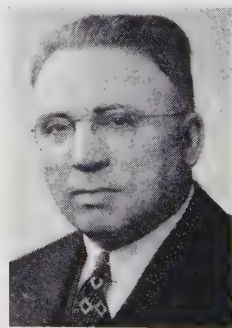
head of the department of philosophy at Hamline University, St. Paul, Minn., and four years later was elected president of Snead Junior College, Boaz, Alabama. After three years at Snead he goes to West Virginia Wesleyan, just as that institution prepares to enter upon its first regular school year as the only Methodist institution of Higher Learning in West Virginia.

He follows Dr. Wallace B. Fleming who has served as acting President since Dr. Roy McCusky resigned the presidency a year ago to re-enter the pastorate.

Dr. Charles E. Schofield, Southwestern College, Winfield, Kansas

Born and reared in Nebraska, son of a physician, Dr. Charles E. Schofield, new president of Southwestern College, Winfield, Kansas, has a unique heritage of Methodist ancestors running uninterruptedly back to the Wesleyan revival in England.

Dr. Schofield holds an A.B. degree from the University of Nebraska, and an S.T.B. degree from Boston University. He also holds a



DR. CHAS. EDWIN SCHOFIELD,

D.D. from the University of Denver, and an LL.D. from Boston University.

After several years in prominent

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pastorates in Colorado, Dr. Schofield was called from the District Superintendency of the Grand Junction District, Colorado Conference, to become president of Iliff School of Theology in 1934. He resigned this post in May, 1942, to become president of Southwestern.

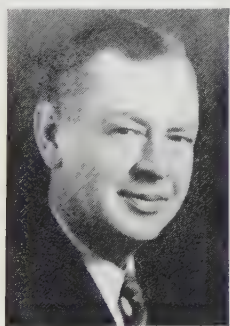
Dr. Schofield has served as president of the Association of Methodist Theological Seminaries, and as president of the Southwest Association of Biblical Study and Research.

Distinguished also in the field of writing, Dr. Schofield is author of a number of books including: *Gospel of Opportunity*, *The Adventurous God*, *The Church Looks Ahead*, *Aldersgate and After*, *We Methodists*, and *The Methodist Church*.

He succeeds Dr. Frank S. Mossman, resigned.

**Dr. J. N. R. Score,
Southwestern University,
Georgetown, Texas**

From the pastorate of one of Methodism's leading churches to the



DR. J. N. R. SCORE

presidency of Southwestern University, came Dr. J. N. R. Score on June 1, 1942. Born in Missouri, educated at Scarritt Morrisville College, Emory University and the Pacific School of Religion, Dr. Score holds the A.B., B.D., Th.D., and D.D. degrees.

Dr. Score enters the field of college administration the possessor of a wealth of experience in many fields. He served as Chaplain in the U. S. army during the World War No. I. He has filled prominent Methodist pastorates in Arkansas, Texas, and California. He was preacher under an exchange commission to Great Britain in 1936, and served as visiting minister to annual conferences in Czechoslovakia, Poland, and Belgium during that same year.

Dr. Score has been a member of the General Board of Christian Education of The Methodist Church since 1930 and has served on various other boards and commissions. He has been a member of four general conferences.

Dr. Score succeeds Dr. J. W. Bergin, resigned.

**Harry S. DeVore,
Central College,
Fayette, Missouri**

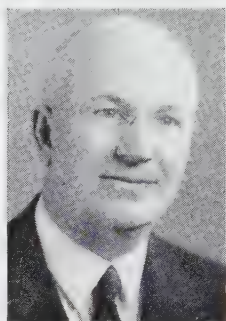
Dr. Harry S. DeVore who became president of Central College, Fayette, Missouri, on June 1 of this year is a native of Oklahoma and an alumnus of Southern Methodist University.

Dr. DeVore holds the A.B. and B.D. degrees from S. M. U. and has done further graduate study in the Chicago Theological Seminary. He also holds a Doctor of Divinity degree, conferred on him by Southwestern University, Georgetown, Texas.

Dr. DeVore has served some of the most prominent pastorates in Oklahoma and Texas and since 1938 has been superintendent of the Dallas district of The Methodist Church. He has also been business manager of the *Southwestern Christian Advocate* during that period. For several years Dr. DeVore has been

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considered an authority in the field of church finance, having served on the budget commission of the former Southern Church and since unification has been a member of the World Service Commission of The Methodist Church. He is also a member of the executive committee



DR. HARRY S. DEVORE

of the World Service Commission.

Dr. DeVore follows Dr. Robert H. Ruff whose death was reported in the May-June, 1942, CHRISTIAN EDUCATION MAGAZINE.

Dr. Walter K. Greene, Wofford College, Spartanburg, S. C.

As Dr. Walter K. Greene comes into the presidency of Wofford College the institution hails the return to the campus of a distinguished alumnus. For Dr. Greene is a native of South Carolina and a graduate of Wofford, in the class of 1903. He received the Master of Arts degree from Vanderbilt and the Ph.D. degree from Harvard.

Outstanding in both the teaching and administrative fields Dr. Greene taught at Battle Ground Academy, Baker-Himel School in Knoxville, was headmaster of Greene University School in Athens, Alabama, and served as head of the English department and dean at Wesleyan College in Macon, Georgia. For the

past several years he has been professor of English and dean of undergraduate instruction at Duke University.

Dr. Greene holds membership in numerous academic societies, is popular as a speaker, and is very active in the program of The Methodist Church and in the field of religion generally. He is a member of the general Board of Lay Activities of the denomination, and is chairman of the Conference of Church-Related Colleges of the Southeast; he is also a member of the University Senate of The Methodist Church.

Dr. Greene succeeds Dr. Henry



DR. W. K. GREENE

Nelson Snyder, well-known Southern educator who recently retired after more than forty years in the presidency, and becomes Wofford's fourth president.

Doctor Edwin E. Voigt, Simpson College, Indianola, Iowa

To the presidency of Simpson College from a six year pastorate of the First Methodist Church in Iowa City, Iowa, comes Dr. Edwin E. Voigt. While at Iowa City Dr. Voigt served also as director of the Wesley Foundation at the University of Iowa and prior to his com-

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ing to that post he served for a number of years as associate pastor of First Methodist Church, Evanston, Illinois, an appointment which included in its duties a ministry to Methodist students in Northwestern University. Dr. Voigt therefore is no stranger to the campus but holds a close acquaintance with student life and thought.

During World War I Dr. Voigt was a pilot in the Army Air Corps, and following the armistice he took advantage of an opportunity to study for a year in the American School of Oriental Research at Jerusalem.

Dr. Voigt is a graduate of Northwestern University and of Garrett Biblical Institute and holds a doctor's degree from Yale University.

He is vice-president of the Conference on Christian Education of



DR. E. E. VOIGT

The Methodist Church and is chairman of the Field Council on Methodist Higher Education.

He succeeds Dr. John O. Gross who left Simpson to become head of the Department of Institutions, General, in the Board of Education.

**Doctor Harry T. Morris,
Iliff School of Theology,
Denver, Colorado**

On June 15, 1942, Dr. Harry T. Morris assumed office as the sixth

president of the Iliff School of Theology. He has the distinction of being the first alumnus of the school to hold this office. Prior to his entrance into the ministry, he was a business executive. During the past five years he has been a member of the Board of Trustees



DR. HARRY T. MORRIS

of the Iliff School of Theology. Thus his early experience and his recent relationship with the school prepare him for his administrative duties.

Dr. Morris was born in Missouri and is a graduate of Missouri Wesleyan College, and of the Iliff School of Theology. From the latter institution he holds both the Master of Theology and the Doctor of Theology degrees.

Since his graduation in 1929, he has served churches in Holyoke, Colorado; Ogden, Utah; Sante Fe, New Mexico; El Paso, Texas. For the past five years he has been pastor of Park Hill Methodist Church, Denver, Colorado.

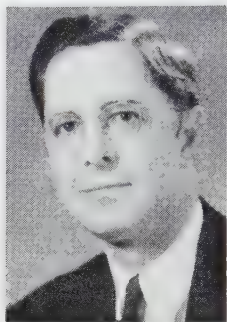
He follows Dr. Chas. E. Schofield who recently went to the presidency of Southwestern College.

**Doctor Foye G. Gibson,
Emory and Henry College,
Emory, Virginia**

Taking office October 31, 1941, and thereby holding a brief margin

of seniority over other college presidents presented in these columns is president Foye G. Gibson of Emory and Henry College.

Born and reared in Bristol, Tennessee Doctor Gibson is a native of the section served by the institution he now heads. He received a B.A. degree from Emory and Henry



DR. FOYE G. GIBSON

in 1927 and later was a graduate student at Vanderbilt University for two years.

As a student he was a recipient of many honors and was active in campus life. He is a charter member of the Blue Key National Honorary Society and belongs to Kappa Phi Kappa educational fraternity.

Recognized in his conference for significant financial and spiritual leadership in the churches he has served Dr. Gibson's ministry has been as varied as it has been outstanding. It includes service as director of Christian education in Belmont Church, Nashville, Tennessee; finance director in Central Church, Knoxville, Tennessee; and six years as a missionary in Poland. Dr. Gibson's appointment immediately preceeding his coming to Emory and Henry was as pastor of Pulaski Methodist Church, Pulaski, Virginia.

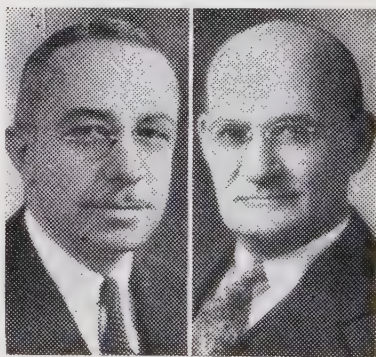
He succeeds Dr. James N. Hillman, resigned.

Doctor Goodrich C. White, Emory University, Emory University, Georgia

Dr. Goodrich C. White, Emory's fourteenth president has been for more than two decades a recognized leader both in Emory's program and in Southern educational progress.

Born in Griffin, Georgia, Dr. White graduated from Emory College at Oxford in 1907. In 1911 he received an M.A. degree from Columbia University and in 1927 a Ph.D. degree from the University of Chicago.

Widely known as a liberal teacher and an able administrator Dr. White has served on the faculties of Kentucky Wesleyan College, Winchester, Kentucky; Wesleyan



Emory's New President and Chancellor

College, Macon, Georgia; and since 1914 of Emory University. In 1923 he became dean of the College of Arts and Sciences at Emory and six years later was made dean of the Graduate School. In 1938 he was promoted to the vice-presidency of the institution but retained his duties as dean of the graduate division.

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The first of several leaves of absence of which Dr. White has been the recipient came in order that he might serve as second lieutenant in the psychological division of the medical corps during World War I. His latest leave of absence was in 1937 when he was awarded a Rosenwald fellowship for European travel.

A partial listing of the honors received and positions of distinction held by the new Emory president includes the following: chairman of the advisory council of the new university center of Georgia, member of the commission on institutions of higher education of the Southern Association, member of the senate of the united chapters of Phi Beta Kappa, member of the University Senate of The Methodist Church, president of the Association of Georgia Colleges, 1933-34, president, Georgia Academy of Science, 1939, fellow in the American Association for the Advancement of Science, member, Southern Regional Committee of the Social Science Research Council, member Sigma Xi honorary scientific fraternity and Omicron Delta Kappa leadership fraternity.

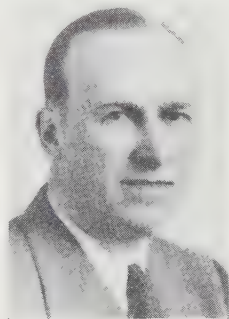
President White succeeds Dr. Harvey Warren Cox who resigned from the Emory presidency to become the second man to hold the title of Chancellor of Emory University. For more than a quarter of a century Dr. Cox has been an outstanding figure in American education. Under his guidance Emory has grown from a small undergraduate college at Oxford into the great university it is today.

**Doctor G. Herbert Smith,
Willamette University,
Salem, Oregon**

One of the most recent additions to the ranks of Methodist College

presidents is Doctor G. Herbert Smith of Willamette University, Salem, Oregon. Dr. Smith took office September 1, following the resignation in July of Dr. Carl Sumner Knopf whose subsequent death from a heart attack is noted elsewhere in these columns.

Dr. Smith is a native Hoosier, having been born in Marion, Indiana. He worked his way through DePauw University, graduating in 1927, the possessor of a Phi Beta Kappa key and a graduate scholar-



DR. G. HERBERT SMITH

ship to the University of Illinois.

While earning his Master of Education degree he served as assistant to the late and distinguished Dean Thomas Arkle Clark, first Dean of Men in the United States, and at the end of the year was offered an appointment as assistant Dean of Men at Illinois. He accepted and served in this capacity until 1932 when Bishop G. Bromley Oxnam, then president of DePauw, invited him to return to his Alma Mater as Dean of Freshmen and Assistant Director of the Rector scholarship Foundation.

In ten years at DePauw Dr. Smith rose to the rank of a full professor and became an increasingly important figure in the internal administration of the institution. During

recent years he has been Dean of Administration and in addition to his duties as dean has served simultaneously as Director of Public Relations, Director of Admissions, and Director of the Rector Scholarship Foundation, the largest single endowed undergraduate scholarship foundation in the world.

Dr. Smith holds an honorary Doctor's degree from Nebraska Wesleyan University, is active and well known in national fraternity circles and is a member of the important church-wide directing committee in charge of the expanded program of public relations for Methodist institutions.

**Doctor Festus M. Cook,
Snead Junior College,
Boaz, Alabama**

Dr. Festus M. Cook, president of Snead Junior College, Boaz, Alabama, is a native of Birmingham and



DR. FESTUS M. COOK

most of his school work and educational experience have been within the state of Alabama. After graduating from Birmingham public schools he received his A.B. degree from Birmingham-Southern and his A.M. degree from the University of Alabama. Further graduate study, however, has been done in Colorado

State College of Education. Dr. Cook holds the honorary degree, Doctor of Humanities, from Athens College, Athens, Alabama.

His background of educational experience includes teaching in the public schools, serving as principal of a high school in Birmingham, heading the department of economics and sociology in the State Teachers College at Florence, Alabama, and serving as principal of Walker County high school, which is said to be the largest rural high school in Alabama.

Dr. Cook, though a layman, is an ardent churchman. He has been in demand as a religious speaker and has filled pulpits in many of the larger churches in Alabama, Tennessee, and Mississippi. He has served as District Lay Leader in Bessemer and Jasper districts. He is also a member of the Board of Missions of The Methodist Church.

He is well known as a writer on educational subjects, having contributed to a number of professional magazines. For several years he served as a member of the Southern Association Commission on Secondary Schools. He is a member of Kappa Phi Kappa, and Phi Delta Kappa, national honorary educational fraternities.

At Snead Dr. Cook succeeds Dr. J. W. Broyles who recently resigned to become president of West Virginia Wesleyan College.

**Doctor N. C. McPherson, Jr.,
Wesleyan College,
Macon, Georgia**

Succeeding Bishop Arthur J. Moore who has been serving temporarily as president of historic Wesleyan College, Macon, Georgia, is Dr. N. C. McPherson, Jr., a native of Georgia, and formerly a member of the Board of Education

Christian Education Magazine

Staff of the M. E. Church, South.

After completing his work in the public schools of Georgia, Dr. McPherson did his undergraduate work at the University of Georgia and at Emory University. From Emory he received his Bachelor of Philosophy degree in 1927. In 1929 he received his B.D. degree from Garrett



DR. N. C. MCPHERSON, JR.

Biblical Institute and in 1930 the Ph.D. degree from Northwestern University. His major fields in graduate work were systematic theology, philosophy of religion and ethics.

Dr. McPherson's educational experience includes service as registrar at Garrett and as a member of the School of Theology faculty of Southern Methodist University. For four years he was director of ministerial education on the staff of the Board of Christian Education of the former Methodist Episcopal Church, South, with headquarters in Nashville.

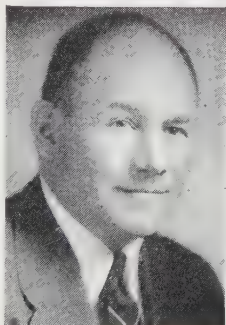
Dr. McPherson has spent a number of years in the pastorate, and leaves a very successful pastorate at Peachtree Road Church in Atlanta to assume the duties of the Wesleyan presidency.

Dr. McPherson is particularly

popular as a speaker to youth groups and is active in a number of organizations having as their purpose a more complete application of the Christian gospel to everyday living. He is also a member of the American Philosophical Association and the American Theological Society.

Doctor William Warren Dunn, Kents Hill Junior College, Kents Hill, Maine

Kents Hill Junior College, one of the oldest co-educational institutions in New England has a new president in the person of Dr. William Warren Dunn, grandson of William Fairfield Warren, founder and first president of Boston University. Thus the election of Mr. Dunn links Kents Hill with a family prominent for three generations in New England education. Mr. Dunn's father was trustee and alumni secretary of Boston University and two of his brothers held official



DR. WILLIAM WARREN DUNN

relationships with that institution.

Born in Gardener, Massachusetts, Mr. Dunn received his secondary schooling at Wilbraham Academy. His undergraduate work was done at Wesleyan University, where in his last year he was chosen a member of Mystical Seven, the most coveted of senior honors. Later Mr. Dunn

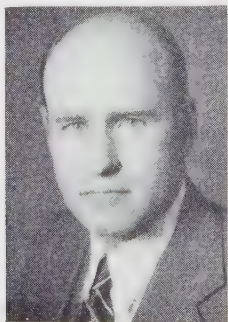
spent a year at Brown University earning a Master's degree.

Immediately after graduation from Wesleyan Mr. Dunn spent a year in business. Then, having been a varsity man in football he became director of athletics at Pomfret School, Pomfret, Connecticut. From 1934 to 1942 he served as assistant headmaster and director of athletics at Vermont Academy, Saxtons River, Vermont.

By purchasing \$25,000 par value in Defense Bonds recently, Kents Hill Junior College became one of the heaviest holders of such securities in the state of Maine. During 1941 the institution took its maximum allotment of \$50,000 worth of such bonds.

**Doctor David A. Lockmiller,
University of Chattanooga,
Chattanooga, Tenn.**

In the recent selection of Dr. David A. Lockmiller the Board of



DR. DAVID A. LOCKMILLER

Trustees of the University of Chattanooga brings to the presidency of that institution a man who, though still relatively young has made a brilliant record as historian, teacher, and author. He was born in Athens, Tenn.; he received his Bachelor's degree from Emory University in 1927, and his Master's

degree in 1928. He graduated in law from Cumberland University, Lebanon, Tennessee, and after four years of legal practice determined to make teaching his life work. He immediately entered the University of North Carolina where he received the degree of Doctor of Philosophy in 1935.

Following this he became a student at Oxford University in England and while there began the first of his research and literary activities, producing a biography of Sir William Blackstone which was published in 1938.

Appointed to the faculty of the North Carolina State College in 1935 with the rank of instructor in History and Political Science, Dr. Lockmiller achieved rapid promotion, with the result that four years later he was rated as a full professor and was head of the department.

Dr. Lockmiller is a member of Phi Beta Kappa, of the North Carolina Bar Association and of numerous learned societies. He is author of a History of North Carolina State College of Agriculture and Engineering which was published in 1939 and of a volume on the history of the second intervention of the United States in Cuba covering the period 1906-1909.

He has been a diligent student of Latin American history and is an authority in that field. He has also been a frequent contributor to historical journals and has been much sought after as a speaker for educational, civic and religious clubs.

He succeeds Dr. Archie Palmer, recently resigned.

**Dr. George Rutledge Stuart,
Birmingham-Southern College,
Birmingham, Alabama**

Dr. George Rutledge Stuart, a Methodist minister's son who played

football, managed the college glee club, was the star actor in the college theater, and found time to do a score of other campus jobs when he was an undergraduate at Bir-



DR. GEORGE R. STUART

mingham-Southern College, is the new president of his Alma Mater.

Known to his classmates and wide circle of friends as "Jack" Stuart, he succeeds Dr. Raymond R. Patv, his long-time friend, who leaves the college to become President of the University of Alabama.

After graduating from Birmingham-Southern in 1924, President Stuart took his master's degree at Emory University and studied law.

Admitted to the bar in Alabama he soon became assistant solicitor of Jefferson County and paradoxically enough, became known as a relentless prosecutor and a great humanitarian.

Feeling that he could be of greater service to his community and state he answered Dr. Paty's call to become assistant to the president of Birmingham-Southern in 1938.

He later became Dean of Men and after four years of eminent success on the campus he was recently chosen to succeed to the presidency.

**Dr. William Pearson Tolley,
Syracuse University,
Syracuse, N. Y.**

Dr. William Pearson Tolley, for eleven years President of Allegheny College, Meadville, Pennsylvania, has been appointed the seventh chancellor of Syracuse University, Syracuse, N. Y.

Dr. Tolley is by no means a stranger at Syracuse having been a student there a few years since and holding from that Institution both the B.A. and M.A. degrees.

In 1927 Dr. Tolley also received a Master's degree from Columbia University and in 1930 received his



DR. WILLIAM PEARSON TOLLEY

Doctorate of Philosophy from that Institution.

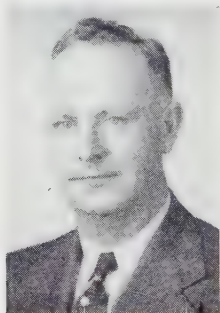
After joining the staff of Drew University in 1925 Dr. Tolley advanced in six years to the deanship of Brothers College of Liberal Arts

and to a professorship in philosophy. In 1927-28 he served as assistant to the president of Drew. In 1931, he was elected to the Allegheny presidency.

Dr. Tolley is a National figure in Higher Education. He has been for many years a member of the University Senate of The Methodist Church. From 1935 to 1940 he served as secretary-treasurer of the Educational Association of The Methodist Church, and for the past six years he has been secretary-treasurer of the College Presidents' Association of Pennsylvania. He is a popular speaker and has been frequently called upon to address educational and scholarly gatherings.

Dr. Robert Burnard Stone, Martin College, Pulaski, Tenn.

Dr. Robert Burnard Stone is the new president of Martin College, Pulaski, Tennessee. During the school year 1940-41, Dr. Stone served as professor of Mathematics



DR. ROBERT BURNARD STONE

at Martin, and as a result he returns to the Institution as its president well acquainted with its traditions.

For the past year Dr. Stone has served as dean of Cumberland University at Lebanon, Tennessee, and for many years prior to going to

Martin College he was an active and well known figure in public school work in Tennessee. For more than twenty years he was in administrative positions in Tennessee public schools.

Dr. Stone received the degree of Bachelor of Science from Peabody College in 1928, and the degree of Master of Arts from the same Institution in 1931.

Doctor Merrimon Cuninggim, for several years chaplain of Emory and Henry College, Emory, Virginia, has recently tendered his resignation to accept a position as professor of religion in Denison University, Granville, Ohio.

For Free Distribution

While they last copies of the Travel Map issued early last winter and of the leaflet "Around the Calendar with Higher Education" are available on request. The Travel Map shows locations of all Methodist educational institutions in America and in an accompanying key tells something of the type, size, and history of each; while "Around the Calendar" suggests numerous ways in which the Church's program of Higher Education may be given meaning and effectiveness in the activities of the local church. Requests for copies should be addressed to the Department of Public Relations, Board of Education, 810 Broadway, Nashville, Tennessee.

An Aid to Orientation

Developing the theme, "For the Living of These Days" and designed to meet the freshmen just coming into college, as well as the returning students, the September issue of *motive*, student magazine edited and published by the Department of Student Work of the Board of Education, is a practical guide to creative and effective living. The magazine is attractive in design and, as is *motive's* usual custom, some of the best of student as well as adult thinking is reflected in its articles. An editorial summary sets down stimulating suggestions from many sources.

Colleges might well see that this number is widely circulated among their students and parents could not do better than to have *motive*, beginning with the September number, sent regularly to their sons and daughters in college.

Commendable improvement of the present relation of colleges to the war effort over the SATC of World War I is reflected in a recent article by M. M. Chambers in *School and Society* of August 8, 1942. The article, entitled, "The College Student and the Armed Forces" outlines the operation of the various reserve programs and contains in summary the following significant statement:

"The apparent general aim is to utilize college trained man-power in the winning of the war as promptly as possible, while at the same time taking good care to insure that the springs of trained man-power shall not be unnecessarily over-pumped and dried up to our great national disadvantage in a long war and in the post-war era."

An Enduring Memorial

A touching communication addressed to the Board of Education contains a check for ten dollars given by Mr. and Mrs. O. T. Garnant of Perry, Iowa, as a memorial to a lost son, J. R. Garnant. Their pastor, Reverend Louis H. Joslin, in a letter accompanying the check says of Mr. and Mrs. Garnant that they are not wealthy people but that they are tithers and that they want their gift to help keep the memory of their son alive and fresh.

The sum was made a part of the Student Loan Funds of The Methodist Church, where through the long future it will aid again and again in the education of choice Methodist young people and in the development of those qualities of mind and spirit which will be demanded by the conditions they will be called upon to meet.

* * *

Stewart Harral, professor of journalism and director of publicity at the University of Oklahoma, has recently brought from the press a stimulating volume under the title, "Public Relations for Higher Education." The volume should be on the desk of every publicity and public relations official and of every administrator engaged in the work of Higher Education.

"Faith in God for many has become an optional extra to be added according to faith when the requirements of a decent human life have been met. Religion for many is merely an ornament for social standing in church membership—a kind of badge which men wear to establish community respect."

—Hunter B. Blakely, Jr., *Defending the Bulwarks*, John Knox Press, 1942.

Dr. Harvey Seifert Weds!

In the presence of a large group of relatives and friends in Grace Methodist Church, Riverside, California, on the evening of August 6, Miss Lois Cummings, daughter of Mr. and Mrs. W. E. Cummings, of West Riverside, was married to Dr. Harvey Seifert, of Nashville, Tennessee.

Dr. Seifert, for the past year, has been Executive Secretary of the National Conference Methodist Youth Fellowship with his office at 810 Broadway, Nashville. He recently resigned that position, however, to become Professor of Sociology and Director of Religious Activities at Adrian College, Adrian, Michigan. He assumes the duties of his new post with the beginning of the academic year.

George F. Myers, a member of the Marine Corps Officers' Candidate School at Quantico, Virginia, was one of six Dickinson College, Carlisle, Pennsylvania, seniors who

were elected to membership in the Phi Beta Kappa Fraternity during the college's one hundred and sixty-ninth commencement.

Gammon Theological Seminary's publication, *The Foundation*, recently carried a summary of some of Gammon's achievements between the years 1883 and 1942. Included in the list were the following items: 2,000 students have enrolled; 912 have graduated; 461 graduates are in Methodist churches (one-fourth of the Negro preachers in The Methodist Church are Gammon graduates); and 276 graduates are preaching in other denominations. Gammon has produced 9 Bishops, 12 college presidents, 16 board secretaries and editors, and 25 Chaplains.

In Cleveland January 11-12

In store for all who attend the annual meeting of the Association of Schools and Colleges of The Methodist Church in Cleveland, Ohio, on January 11-12, 1943, is a program of unusual timeliness and of universal interest to those in any way related to Methodism's program of Higher Education. The Program Committee met in Cincinnati on September 3 and further announcement will be made in the near future indicating the specific nature of the program as planned.

"Generally speaking, information officials must be taken more frequently into the counsels of the policy makers, and more frequently their views must be sought on the 'public relations' aspects of policy decisions. A great deal of confusion and misunderstanding is caused today by the failure of policy people to clear with or even to consult central information officials before making policy announcements or even before deciding *against* making announcements. . . . Whether or not information is considered as a separate problem administratively, the fact remains that it is itself inexorably interwoven with policy. The same is true of intelligence and research."

—R. Kieth Kane in *Public Opinion Quarterly*, Summer, 1942. Used by permission.

Public Relations Programs Pay

"Mr. Bedford has referred to the development of the habit of annual giving to many institutions which has saved them. It works in almost every instance. When a college begins to realize that part of its administrative duty is a stimulation of public relations, it will be doing the same thing as the farmer, who when he harvests his corn or wheat, sets aside a certain amount for seed, rather than selling his total crop on the market and closing his books. Colleges which have a need for financial support year after year have the duty of setting aside a sum in their budgets to be expended for sound and proper public relations to interpret their work, needs, services, results and spirit to their friends and prospective friends.

"In the day of so many voices, so many sales efforts, so many agencies and means of getting the attention of people for this, that or the other thing, a college must provide deliberately in its budget a certain modest, but proper expenditure for a means of getting its message to the people year after year.

"Back in 1937 and 1938 when there was so much pessimism about the future of the American college in relation to gifts, I thought it would be interesting to discover just what the results were of colleges which had adopted sound public relations programs as compared with the general run of colleges which were saying that their future was in the past so far as gifts were concerned. I took a group of 35 colleges which I knew for the last fifteen years had rather consistently developed their public relations programs in an organized fashion and took from the biennial reports of the United States Office of Education the gifts made

to those 35 colleges and compared them with gifts to other colleges during that trying period of the thirties.

"I discovered that the gifts to colleges which had deliberately invested some money in organized public relations had gone up every single year, even during 1932, '33 and '34—not very much but a little—whereas gifts to all the colleges of the nation had declined abruptly during that same period.

"It seems to me that this does establish at least the presumption that the expenditure of funds for sound public relations produces results that are observable."

—A. C. Marts, to Eighth Annual Conference of Trustees of Colleges and Universities. Proceedings published by Consolidated Reporting Co. Used by permission.

Rev. and Mrs. Joe Brown Love, who are among the best known of Methodist student workers in the denomination, have recently moved to Urbana, Illinois, and are associated with Dr. Paul Burt in the University of Illinois Wesley Foundation. For some years past the Loves have been at Denton, Texas, where they ministered to Methodist students in Texas State College for Women, and in North Texas State Teachers' College.

Noted Educator Passes

A heart attack on June 23 brought to a sad and sudden end the career of versatile Charles Sumner Knopf. Dr. Knopf had for many years been a distinguished member of the University of Southern California fac-

ulty, but in September, 1941, he had become President of Willamette University, Salem, Oregon—a position which he had resigned only a few weeks before his death.

Dr. Knopf was the author of five books on religious subjects and was an authority in the field of archaeology. In addition, he was well known as a minister, a teacher, a pianist and organist, a photographer, a poet, and as an inspirational speaker to youth groups on Biblical interpretation.

Methodist Institutions Make New York Times

Recently featured in the education pages of the Sunday New York Times have been a number of the Institutions of The Methodist Church. DePauw University, Greencastle, Indiana, has received two recent writeups. Some of the other Methodist Institutions receiving space in this Metropolitan daily are: American University, of Washington, D. C.; University of Denver, Denver, Colorado; Duke University, Durham, N. C.; Dakota Wesleyan University, Mitchell, S. Dak.; University of Southern California, Los Angeles, Calif.; Hendrix College, Conway, Ark.; Boston University, Boston, Mass.; and Drew University, Madison, N. J.

An article by Dr. Chas. B. Ketcham, President of Mt. Union College, Alliance, Ohio, was recently featured in the Sunday education section of the Times.

"A man is educated when he can look out on the universe with a sense of his own littleness in the great scheme of things and yet have faith and courage; when he knows how to make friends and keep them, and above all when he can keep friends with himself; when he can be happy alone, and high-minded amid the

meaner drudgeries of life; when he can look into a wayside puddle and see something besides mud, and into the face of the most forlorn mortal and see something beyond sin; when he knows how to live, how to love, how to hope, how to pray; glad to live and not afraid to die; in his hand a sword for evil and in his heart a bit of a song."—*Author Unknown to Us.*

The knowledge that is power and the knowledge that is wisdom, instead of being co-operatively interrelated within the collective life of the community, became active rivals for first place in man's esteem and no one needs to be told that in this rivalry victory went to the development and organized use of mechanical power. When the dictators siezed the machinery and concentrated upon the exploitation of power in disregard of moral responsibilities, they merely accelerated and intensified the process which has been going on for generations.—*The Christian Century.*

"Religion, instead of being a department of education, is an implicit motive thereof. It is the end that presides over the beginning and gives unity to all stages of the process."—*George Albert Coe.*

Notice—On account of space limitations the special departments of the Methodist Student Movement, Campus News and Newsy Odds and Ends are omitted from this issue of CHRISTIAN EDUCATION MAGAZINE as is also the frequently carried section representing the National Conference, Methodist Youth Fellowship.

Christian Education Magazine

The 58th year at Dakota Wesleyan University (Mitchell, S. D.) will begin September 21, thus allowing a longer working period for those engaged in farm work or defense jobs before they stop their work to continue their education. Wesleyan will continue its high standards which won accreditation on the first list of schools accredited by the North Central Association, which standing has continued to the present day. An extensive student work program and a student loan fund of \$60,000 make it possible to continue to help meet the financial problems of Wesleyan's students.

* * *

Huntingdon College (Montgomery, Ala.) closed its 88th year on June 1. The enrollment for 1941-42 exceeded most optimistic expectations. The sophomore class was the largest in the history of the college. The total enrollment of 458 represented 14 states, Alaska and Mexico. Fifty-four of Alabama's 67 counties and 9 denominations were represented in the student body. Huntingdon was one of 38 out of 101 approved colleges for women to show an increased enrollment for 1941-42.

* * *

Shifting the emphasis from conventional patterns of international affairs instruction, The American University School of Social Sciences and Public Affairs (Washington, D. C.) will concentrate its resources on the problems and practices of international administration, it has been announced by President Paul F. Douglass. The program has been developed under the direction of Prof. Charles Martin, exchange professor from the University of Washington, who is acting chairman of the Department of International Affairs at American University.

During the forty years of the administration of Dr. Henry Nelson Snyder, who retired from its presidency August 1, Wofford College (Spartanburg, S. C.) has increased its endowment from \$54,000 to \$800,000.

* * *

Wiley College (Marshall, Tex.) has been made one of the centers for enlistment of reserve corps officers and its quota has been set at twenty which provides an opportunity for some of its more capable students to prepare themselves for special service to the government.

* * *

Dickinson College (Carlisle, Pa.) celebrated on May 29th its last annual commencement for the duration of the war. Exercises were concluded with the presentation of degrees, none of them honorary, including one to the Rev. Gaither P. Warfield, interned in a German concentration camp.

Inauguration of a year-round program with a summer semester, which began June 22, will bring the next graduation exercises around the end of January and thereafter classes will be leaving the college in May, September and January.

Only 22 of the 39 graduates of the Dickinson School of Law participated in the 169th commencement exercises of the College as the remainder were already serving in the various military branches of the nation.

* * *

"Too frequently religious education has been regarded as a thing apart. Rather it is the natural and logical conclusion of all education, just as religion is the natural and complete expression of man's being."—*Horne's Psychological Principles of Education*.

The 17 graduates of the Law School in Army and Navy were presented their diplomas in absentia at the annual Law School banquet by Gov. Arthur H. James, a trustee and alumnus of Dickinson.

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Awards to more than 20 Boston University undergraduates for meritorious service with the University's Debating Society has been announced by John V. Eccleston, coach of the society.

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Recent gift from Mrs. Allan MacRossie to the Drew University, Madison, N. J., library consists of more than 300 books in the field of theology and religion. The volumes will be known as the MacRossie Loan Library and will be available to all ministers.

* * *

Learning in schools and colleges should be encouraged on a twelve-month basis. It has been a long time since students have been needed for the spring plowing and the summer harvest. One wonders if this concession to agriculture really needs to be made.—Dr. William P. Tolley.

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The Program Service Bureau of Albion College, Albion, Mich., promotes speech training for college students. Programs include many types: symposiums, dinner meetings, religious addresses, and discussions on various subjects.

* * *

Protestant, Catholic, and Jew face precisely the same problems—a secularist outlook on life dominated by the pursuit of gain in disregard of spiritual sanctions and without the supporting ties of spiritual fellowship which organized religion has throughout history maintained.—*Information Service.*

"It seems to me that a Christian college is an institution established and endowed by Christian people—people who believe in Christ as God and Saviour—to promote the kingdom of Christ by training young people's highest powers, intellectual, social and religious, for the service of Christ in the Church or in the state. That only is a Christian college in which Christianity is the formative principle of the whole organization, method, and life. That only is a Christian college which aims by a truly liberal and Christian culture to bring young people to Christ, to teach them of Christ, and to train them for Christ."—*Dr. A. H. Strong in Philosophy and Religion.*

* * *

"To the man who believes in the Christian religion, the Christian college is not a duplication of what the state is doing, but an essential addition. It covers the whole personality of man, instead of limiting itself to a part of his faculties."—*President J. A. Marquis.*

* * *

Declaring that there is no substitute for the classics in a liberal education, Prof. Kenneth M. Setton, of Boston University, in advising high school students of the benefits of classical learning said, "In the classical literatures there lie easily accessible to every intelligent person the accumulated wisdom and common sense of centuries of human thought and achievement. A classical background is indispensable for an understanding of Christianity, for the study of philosophy, European history, art, the romance languages, English, and for anything that could be even broadly described as an appreciation of most European and American literature worthy of the name."

Our Christian Colleges

Are Best Known by Their Fruits

A regular feature honoring representative young alumni and alumnae of Methodist colleges. Nominations are invited from our colleges or from any friend of Christian education

presenting

Buena Maris

College of Puget Sound
A.B., 1936

Home Address: Corvallis, Oregon



Earning her bachelor's degree in 1936 from the College of Puget Sound, in which she had enrolled as a student immediately following the death of her husband in an accident in 1933, Mrs. Buena Maris has since followed a career in education to her present position as Dean of Women in Oregon State College. She is a popular counsellor in youth conferences and camps, and is much in demand as a speaker for such groups as the Association of American University Women, Wesley Foundations, the Parent-Teachers Association, and business men's service clubs.

Following her graduation from the College of Puget Sound, Mrs. Maris taught home economics for a year in the Tacoma public schools. She then served for two years as Instructor in Home Relationships in Oregon State College, while engaged also in graduate study, and at the end of that time she secured the degree of Master of Science. From 1939 to 1941 she held the rank of Assistant Professor in Oregon State College, acting as Extension Specialist in Family Relationships. In this capacity she administered a general program throughout the State of Oregon for training leaders in parent education for study clubs. She was then made full Professor and given the office of Dean of Women on the Oregon State College campus.

Mrs. Maris was elected to Mortar Board and Phi Kappa Phi, scholastic honorary societies. She is also a member of Gamma Phi Beta, social sorority, and of the P.E.O. Sisterhood, the Association of American University Women, the Northwest College Personnel Association, and the National Association of Deans of Women.

For several years Mrs. Maris has been an invited guest of the Hazen Foundation at its conferences for persons especially interested in personnel work, guidance, and counseling on the campuses of the Pacific coast. Typical of her off-campus activities have been speaking engagements at about eighty meetings in the past year, in which she has addressed about ten thousand people, and her services during the summer months as counsellor at a State Girl Reserve Camp and at a Y.W.C.A. Business and Industrial Girls Conference for ten western states. Along with these activities, Mrs. Maris keeps up hobbies of home-making and gardening.

